

Name (max. 1): \_\_\_\_\_

Title: \_\_\_\_\_ Project #: \_\_\_\_\_

CMed 20/30

## GRAPHIC DESIGN – Magazine Cover

### Description

This project requires you to produce a magazine cover using your own images or creative commons content. Images without CC licenses or images that have any watermarks are not allowed. Credit to images must be given – keep track of where you get your images.

### Format

The magazine cover should be made with a photo editor so that your images can go from edge to edge without any white space. You will need to composite (put together) two or more main images as well as text. The final composition needs to be 2550 pixels wide x 3300 pixels tall. Adobe Creative Suite or Pixlr (online) are a couple of options. Other options may be available as long as they offer ability to edit photos and text, create multiple layers and export your final image. The composition submitted must be a JPG.

## Pre-Production Elements

Develop a theme for your magazine cover (ex: sports, music, food, hobbies, celebrity gossip, etc.). The background must be an image (not just a colour) and should be less in focus than your foreground picture.

Sketch a rough draft of your cover including the required elements (see Production Elements). This sketch can be black and white and is solely for layout purposes. Include a list of cover lines (including the main cover line).



### Scoring (25% - 30%)

	Hard copy	E-file
<input type="checkbox"/> Theme and list of cover lines	✓	X
<input type="checkbox"/> Sketch of rough layout	✓	X

## Production Elements

Find images suitable to your chosen theme. Be sure to **SAVE ALL ORIGINAL PICTURES**.

These must be submitted along with the final composition to demonstrate applied techniques.

Apply the principles of design – **contrast, repetition, alignment** and **proximity** with a variety of elements throughout your composition.

Required elements include:

<ul style="list-style-type: none"> <li>- Masthead</li> <li>- Skyline</li> <li>- Puff</li> <li>- Main cover line</li> <li>- Cover lines (min. 5)</li> <li>- Bar code</li> <li>- Price</li> <li>- Date (month and year)</li> </ul>	<ul style="list-style-type: none"> <li>- Background image (not just colour – this can be washed out to keep focus on foreground)</li> <li>- Foreground image to highlight chosen theme</li> <li>- Must add effects on main picture (spotlight, lens flare, shadow, glow, etc.)</li> </ul>
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Skyline: always offers a story in the magazine or a special offer to allow people to recognize the stories in the magazine.

Masthead: allows the magazine to be recognizable.

Cover lines: shows what else is in the magazine so it will draw readers attention.

House style: the colour of the magazine is similar to the costume of Darren criss so it all looks neatly put together.

Barcode/price/datetime.

Puff: the unusual shape will draw attention and it is also bold.

Symbiotic relationship: Darren is blocking the mast head which gives him more power and the spot light is on him.

Main cover line: states to the audience what the magazine will discuss which will draw the audience attention.

Darren Criss has a direct mode of address so it creates a relationship between the reader.

## Scoring (40% - 60%)

- ☐ Includes all required elements
- ☐ Follows principles of design (contrast, repetition, alignment, proximity)
- ☐ visually appealing design, creative, original

## Post-Production Elements

Write a description of how you applied the principles of design throughout and print this out. Have a peer review your magazine cover and be prepared to make last minute adjustments.

Submit composition (as a jpg) and **ALL original images**. Complete a Project Reflection form.

### Scoring (15% - 25%)

	Hard copy	E-file
<input type="checkbox"/> Peer review	X	✓
<input type="checkbox"/> Final composition (jpg file) – <b>scored at Production Phase</b>	X	✓
<input type="checkbox"/> All original images included with credits	X	✓
<input type="checkbox"/> Description of design applications	✓	X
<input type="checkbox"/> Project Reflection	X	✓

## SUMMARY

A single element, done well, can be outstanding, however, done poorly, can bring down the entire feel of the entire production. Weight each category accordingly. Total must equal 100.

Category	Weight Range	Choose a weighting	Score
Pre-production	25% to 30%		
Production	40% to 60%		
Post-production	15% to 25%		
<b>TOTAL</b>		100%	